



GIS

GLOBAL IMAGE SPORTS

CASE STUDY REPORT



CLIENT PROFILE

1v1 Soccer FC was founded in 2000 by UEFA A licensed coach Ian McClurg and quickly established itself as one of Canada's leading soccer development companies. The company is based in Ancaster, Ontario and provides specialist soccer coaching to male and female players aged from 5-16+.

**The company currently trains over
400 players per week.**

LOCATION	Ancaster, Ontario
OWNER/DIRECTOR OF COACHING	Ian McClurg
WEBSITE	www.1v1soccerfc.com
GIS PARTNER	Wolves North American Academy (since March 2012)

OUR MISSION / VALUES

Our aim is to provide young Canadian players with soccer training experiences comparable with leading soccer nations. We achieve this by providing a positive educational and training environment where young players follow a proven and progressive coaching curriculum delivered by qualified coaching instructors.

CLIENT TESTIMONIAL

“We have built strong relationships with both the GIS and Wolves FC academy staff and both organizations understand our organizational model and provide strong support, both technically and from a marketing and business perspective.

IAN McCLURG

OWNER, 1V1 SOCCER FC



1v1 Soccer FC

Player Development is a Long-Term Commitment

We take a long-term view of player development. Research confirms that it requires 10,000 training hours for athletes to reach elite levels. 1v1 Soccer FC provides coaching instruction and pathways for development that enables our players to have realistic opportunities to ultimately join professional academies in North America and Europe, pursue US scholarship opportunities and derive greater enjoyment from the game, due to their enhanced level of skills development.

Q & A

Why did 1v1 decide to partner with GIS and the Wolves?

Our aim is to provide our players with training experiences comparable to leading soccer nations. Through our partnership with GIS and Wolves we are able to receive technical guidance for our coaching staff and have our players trained and evaluated by Wolves FC academy staff on an annual basis. This process provides 1v1 Soccer with a benchmark on the development of our players and how they compare with players overseas.

What has being part of the Wolves North American Academy done for your club?

The relationship has assisted our overall academy with the technical and marketing support to successfully compete within a very competitive marketplace for player development. Our profile has been elevated and we have been able to attract additional families to our organization.

What are the benefits for your players?

Our players gain the benefit of working with Wolves FC academy staff coaches on an annual basis. It also provides them with opportunities to attend national camp and elite trip experiences over in England. Another benefit is that our players are more focused and motivated to improve their performance levels as they know that Wolves staff will be evaluating them annually. Several players not identified for the Elite Trip on Year 1 set themselves a goal to get identified in the 2nd year-and achieved that.

What are the benefits for your coaches?

Our coaches continue to improve their coaching knowledge by working directly with the Wolves FC academy staff on an annual basis. They also receive the coaching support from Wolves to continue the work by the Wolves staff during the time between annual ID camps.

What specific events has your club been involved with in the North American Academy?

1v1 Soccer FC has hosted player ID camps in 2012 and 2013. We have also attended a 5 day Director of Coaching trip to the Wolves FC academy in November 2012 and attended the Elite Trip to England in spring 2013 and the National Camp to Georgia in the summer of 2013.

What events do you have planned with the Wolves?

We will be travelling to the Elite trip again in spring 2013 and hosting our annual player ID camp again in summer 2014.

